

ORDER



Orders
Order / Rev: 699855
Alt Order #: 06235185
Product Desc: SHERROD BROWN/SENATE
Estimate:
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of Sherrod Brown
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	77	\$111,800.00	\$95,030.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	77	\$111,800.00	\$95,030.00	0.00
Totals	77	\$111,800.00	\$95,030.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/30/12	11/02/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			4			\$175.00		0.00			
2	WKYC	11/05/12	11/05/12	M-F 430a-5a 430a News	CM	430a-5a	M- - - - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -			1			\$175.00		0.00			
3	WKYC	10/30/12	11/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$650.00	P-2	0.00	NM	8	\$5,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			8			\$650.00		0.00			
4	WKYC	11/05/12	11/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -			2			\$650.00		0.00			
5	WKYC	10/30/12	11/02/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			4			\$1,400.00		0.00			
6	WKYC	11/05/12	11/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00

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Advertiser: Friends of Sherrod Brown
 Product Desc: SHERROD BROWN/SENATE
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WKYC	11/05/12	11/05/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,400.00		0.00			
19	WKYC	10/30/12	11/02/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-TWTF--	:30	4	\$475.00	P-2	0.00	NM	4	\$1,900.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		4				\$475.00		0.00			
20	WKYC	11/05/12	11/05/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$475.00		0.00			
21	WKYC	10/30/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		4				\$1,200.00		0.00			
22	WKYC	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,200.00		0.00			
23	WKYC	11/03/12	11/03/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,400.00		0.00			
24	WKYC	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,400.00		0.00			
													Totals	77	\$111,800.00